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ABSTRACT

Based on information from "Georgia Trend" magazine examining economic conditions across Georgia, Gainesville College (GC) is expected to experience an expanding base of students over the next 5 years. With respect to Hall County and the nine contiguous counties that make up GC's service area, data indicate a population growth in the region, growth in employment, increases in total buying power and per capita personal income, potential industrial and residential development, a diversified economy, and the possible need to establish a university system within the largest county of Gwinnett. With respect to employment trends, the globalization of markets will favor jobs linked to transportation; wholesale and retail trade; hotels and lodging places; and financial, legal and business services. Low-skilled positions and white collar middle management, however, will suffer reductions. Increased reliance on digital information, automation, and mechanization will create jobs for educated workers, help flatten the corporate structure, and also eliminate many repetitive unskilled jobs. In addition, occupations geared towards customizing markets for consumers who demand more choice, convenience, and low prices can be expected to flourish. Finally, the fastest growing job markets will be the professional specialty occupations, such as teaching, computer-related fields, and health care providers, growing at a rate of 2.4% annually. Data tables are included. (TGI)

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1996 Economic Yearbook from Georgia Trend Magazine

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

1996 Economic Yearbook from Georgia Trend Magazine April 1996

Dr. John Hamilton, OPIR

Introduction

Each April, *Georgia Trend* magazine publishes and Economic Yearbook edition that looks at the indices of economic well-being across the state (population projections, per capita income, employment trends, and disposable income purchasing power).[1] This report focuses exclusively on the College's primary service area: Hall and its nine contiguous counties. I constructed this region from data tables presented in the magazine. The northeastern part of the state is in a steady growth phase where economic indicators are very positive. The College's economically diverse and growing service area is quite robust and the trends are for it to remain so into the next century. This is especially true of the three major feeder counties which taken together accounted for about 65 percent of the College's fall quarter enrollments (Hall - 40%, Gwinnett - 13%, and Forsyth -10%).

Population growth in the region over the next several years is expected to outpace growth in most of Georgia. Employment growth is especially impressive in most counties. Total buying power (defined as disposable personal income) and increases in per capita income also show signs of excellent economic health. Accompanying this growth will be an emphasis on the need for higher education to continue to graduate more and more individuals who are proficient in four major general education outcomes: communication, critical thinking, flexible and lifelong learner, and quantitative manipulations of information. Our area is alive and well and all signs point toward an expanding base of students entering the College over the next five years.

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[1]Total population estimates are based on data from the U.S. Bureau of Economic Analysis and the U.S. Bureau of the Census. County population projections for the year 2000 have been controlled to the projected state total for that year. Employment data for March reflect jobs, by place of work based on information from Labor Information Systems, Georgia Department of Labor. Data for per capita personal income, by place of residence, were derived from data through 1993, issued by the U.S. Bureau of Economic Analysis.

Regional Characteristics

Data tables showing population, employment, buying power, and personal income trends for Hall and its nine contiguous counties are attached. The ten counties include Banks, Barrow, Dawson, Forsyth, Gwinnett, Habersham, Hall, Jackson, Lumpkin, and White. Several observations:

- As compared to 1995 (792,500), the College's ten-county service area can expect to add 221,185 new residents by the year 2000. Hall County is projected to increase by 10,000, Forsyth by 16,000, and Gwinnett by 176,000. The rate of projected population increase of 28 percent from 1995 to 2000 for this region exceeds that of the state (10%). These ten counties over that same time period will account for 13 percent of the total population growth of the state.
- Hall County will generate many new jobs between 1995 and 2000 (6,500), while Gwinnett will create 166,000. Relatively large numbers of employment opportunities will be added in Forsyth (4,300), Jackson (2,100), and White counties (1,900). Projected employment growth in the region over the 1995-2000 period is estimated at 57 percent as compared to 13 percent for the state as a whole.
- Most of the disposable income in the region (given in millions for 1996) will be concentrated in three counties: Hall ($2,100), Gwinnett ($10,513), and Forsyth ($1,309). The ten-county region accounts for over 10 percent of the total disposable income found in the state attesting to its relative affluence.
- Within the region, the highest per capita personal incomes in 1995 were found in Hall ($20,992), Gwinnett ($24,263), Forsyth ($23,630), and White ($20,698). The state average for 1995 was $21,283.
- Growth in northeast Georgia should only be second to Atlanta. The area offers diverse economic opportunities, an industrial infrastructure, a simpler lifestyle than metro Atlanta with less congestion, and exceptionally nice countryside. Atlanta will continue to grow closer to the western edge of our service area since northeast Georgia beckons with a willing non-union workforce and ample open space for industrialization, commercialization, residential development, and mass retailing. All of these land uses will continue to crowd out and

replace farming and traditional retailing. This is especially evident in Gwinnett and Hall counties. The I-985, Route 400, and I-85 corridors are keys to the area's explosive growth and encourage the distribution of goods throughout the region and the development of commuting populations that have reasonably quick access to Atlanta. Barrow, Gwinnett and Forsyth counties are included in *Georgia Trends's* Metro Atlanta region.

- Gainesville and Hall County benefit from their location on the I-985 corridor in relation to Atlanta and northeast Georgia. Hall County offers a good and growing job market and in many ways operates independently of Atlanta's influence. It is becoming more of a regional center with its own emerging identity. Employment opportunities are growing at a faster rate than population growth. Outside of Gwinnett, the Gainesville-Hall County area is the economic engine for the College's service area. Hall's diversified economy includes poultry, automotive parts, growing retail markets, medical services, recreational activities centered on Lake Lanier, regional banking and other financial services, and educational facilities. Poultry processing is still the economic mainstay of the county.
- Gwinnett County is an obvious giant in comparison to all the other counties in the College's ten-county primary service area. The estimated population of Gwinnett for the year 2000 of 650,000 far exceeds that of the other nine counties together (365,000). Gwinnett's population represents a lot of political power that will likely have plenty of strengthening clout in their quest to establish a University System college within the county. The request seems more reasonable and hard to deny as time goes on. If Gwinnett builds a college in the near future, it will siphon significant numbers of students away from Gainesville College from not only Gwinnett, but south Hall, Forsyth, and Barrow as well (these counties are contiguous to Gwinnett).

Employment Trends

The April 1996 edition of ***Georgia Trend***, presents its annual 1996 Economic Yearbook. It is an interesting issue which speaks to our service area. Some highlights of an article entitled *'Safe Jobs; Endangered Jobs,'* by Niemi and Humphreys include:

- Technological change, the globabilization of markets, competitive pressures in business, and greater efficiencies in government will favor some occupations over others.
- During the next decade, there will be a moderating of births and a continuing demographic shift to a higher proportion of middle-age to elderly individuals, with fewer young adults.
- Globalization of markets will help some professions, while hurting others.
  - The winners include jobs linked to transportation, wholesale and retail trade, some sectors of high-tech manufacturing, hotels and lodging places, engineering and architectural services, financial, legal and business services, higher education, entertainment, and telecommunications.
  - The losers include low-skilled workers in some manufacturing industries such as apparel and the intense competition has encouraged an overall reduction in white-collar middle management positions to increase efficiency and profit margins.
- Technological advances that result in productivity gains will probably be both the greatest *creator and destroyer* of jobs.
  - Increased reliance on digital information, automation, and mechanization will create jobs for educated workers, especially if they demonstrate the ability to learn new skills and change with their companies. Managers of information flows will be needed.
  - Mid-level managers will have fewer and fewer unskilled employees who need supervision as they are replaced by fewer workers with greater skills and more front-line autonomy. Corporate management structures will flatten. Skilled technicians who can work with small groups and who can adapt readily to change will be in high demand in the years to come.
  - Jobs involving repetition or routine physical and intellectual work will be slowly eliminated primarily by automation (e.g. office support, agriculture, and manufacturing). Unskilled workers who lose their jobs will find it increasingly difficult to find comparable jobs, especially those that pay a desirable wage.
- Consumers will continue to demand more choice, convenience, and low prices. Large amounts of digital information and flexible production processes spurred by new technology will increasingly customize the market to individual needs. Occupations geared toward this

type of consumerism will flourish - fast food chains, expanded banking hours, automatic tellers, one-day photo-processing, and supercenter markets (shopping malls and megastores like Wal-Mart and Lowes).

- The Department of Labor estimates that total employment in the U.S. will increase by 13.9% or 17.7 million jobs between 1994 and 2005. Occupations over these 11 years that are growing at rates in excess of 1.2% are considered to be gaining ground as compared to the others.
  - The fasting growing job markets (2.4% annually) will be in some of the professional specialty occupations to include teaching, computer-related fields, and health care providers (fewer jobs for petroleum engineers and reporters).
  - Service occupations are projected to grow at 1.9% annually. These include home health aides, nursing aides, child care workers, guards, cooks, waiters, and correctional officers (fewer jobs for maids, bartenders, and barbers).
  - Technical fields are another source of new jobs (1.7% annual increase), especially within the health and paralegal professions.
  - Jobs in marketing and sales are expected to grow (1.5% annually): counter clerks, retail salespersons, and securities and financial services (fewer jobs for real estate agents and insurance workers).
  - Employment in executive, administrative, and management occupations will grow by 1.4% annually: management analysts, employment interviewers, food service, lodging managers, and construction managers (fewer positions in industrial production, transportation, and retail buyers).
  - Jobs in precision production, and craft and repair occupations are expected to grow only slightly (0.5%): automotive mechanics, heating and air-conditioning mechanics, and general maintenance repairers (fewer positions in textiles and assembly).
  - Jobs for operators and laborers will show little overall increase (0.4% annually): truck drives, helpers in the construction trades, and hand packers (fewer persons to operate machines as automation takes over).

- Administrative support occupations, including clerical jobs will expand very slowly (0.4% annually): teacher's aides, educational assistants, receptionists, information clerks, legal and medical secretaries (fewer needed as bank tellers, computer operators, record keeping, and for word processing and typing).
- Employment in agricultural, forestry, and fishing occupations will decline by 0.3% annually as they become increasingly mechanized and as farms consolidate.

1996 Economic Yearbook: Hall and Contiguous Counties in Northeast Georgia
Georgia Trend Magazine, April 1996

OPIR, Dr. John Hamilton, April 1996

Data Sources Selig Center for Economic Growth, Terry College of Business, University of Georgia, based on data from Geogia Department of Labor, U.S. Department of Commerce, Bureau of the Census, and Bureau of Economic Analysis. From Georgia Magazine, April 1996 issue (also see Notes)

Five-Year Rates Uncompounded rates calculated by OPIR. Sample calculation for population: (e2000-1995)/1995*100

Population

	1990	1995*	Compound Annual Growth Rate 1990-95	Five-Year Growth Rate 1990-95	e2000*	Compound Annual Growth Rate 1995-2000	Estimated Five-Year Growth Rate 1995-2000
Banks	10,400	11,176	1.5	7.5	11,886	1.2	6.4
Barrow	30,100	35,545	3.4	18.1	41,157	3.0	15.8
Dawson	9,500	12,314	5.3	29.6	17,081	6.8	38.7
Forsyth	44,800	58,392	5.4	30.3	74,014	4.9	26.8
Gwinnett	356,600	472,766	5.8	32.6	649,003	6.5	37.3
Habersham	27,700	29,886	1.5	7.9	30,918	0.7	3.5
Hall	**95,900**	**107,289**	**2.3**	**11.9**	**117,690**	**1.9**	**9.7**
Jackson	30,200	33,482	2.1	10.9	36,318	1.6	8.5
Lumpkin	14,700	16,750	2.6	13.9	18,921	2.5	13.0
White	13,100	14,900	2.6	13.7	16,697	2.3	12.1
Region Total	**633,000**	**792,500**	**NA**	**25.2**	**1,013,685**	**NA**	**27.9**
State Total	**6,506,400**	**7,164,700**	**1.9**	**10.1**	**7,864,606**	**1.9**	**9.8**
% of State	**9.7**	**11.1**			**12.9**		

NA - Not available. Data not provided to calculate compounded annual growth rate for region.

e - estimated, * - Extension of tends from data through 1993

Five-year growth rates are not compounded annually

Employment Growth

	March 1990	March 1995	Compound Annual Growth Rate 1990-95	Five-Year Growth Rate 1990-95	eMarch 2000*	Compound Annual Growth Rate 1995-2000	Estimated Five-Year Growth Rate 1995-2000
Banks	2,207	2,654	3.8	20.3	3,052	2.8	15.0
Barrow	8,641	9,335	1.6	8.0	9,804	1.0	5.0
Dawson	1,109	1,791	10.1	61.5	2,075	3.0	15.9
Forsyth	11,309	18,010	9.8	59.3	22,328	4.4	24.0
Gwinnett	135,929	202,980	8.3	49.3	369,206	12.7	81.9
Habersham	12,218	13,273	1.7	8.6	15,736	3.5	18.6
Hall	**42,724**	**54,404**	**5.0**	**27.3**	**60,799**	**2.2**	**11.8**
Jackson	9,092	12,597	6.7	38.6	14,699	3.1	16.7
Lumpkin	3,514	4,291	4.1	22.1	4,836	2.4	12.7
White	3,763	5,301	7.1	40.9	7,179	6.3	35.4
Region Total	**230,516**	**324,636**	**NA**	**40.8**	**509,714**	**NA**	**57.0**
State Total	**2,814,344**	**3,245,063**	**2.9**	**15.3**	**3,662,229**	**2.4**	**12.9**
% of State	**8.2**	**10.0**			**13.9**		

NA - Not available. Data not provided to calculate compounded annual growth rate for region.

e - estimated, * - Extension of tends

Five-year growth rates are not compounded annually

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Total Buying Power (Disposable Personal Income)

(millions of dollars)

	1990	1995	Compound Annual Growth Rate 1990-95	Five-Year Growth Rate 1990-95	1996	One-Year Growth Rate 1995-96
Banks	121	179	8.2	48.0	192	6.9
Barrow	370	530	7.5	43.5	561	5.7
Dawson	122	189	9.1	54.9	203	7.6
Forsyth	724	1,207	10.8	66.8	1,309	8.4
Gwinnett	6,339	9,765	9.0	54.0	10,513	7.7
Habersham	353	513	7.8	45.6	546	6.3
Hall	**1,375**	**1,991**	**7.7**	**44.8**	**2,111**	**6.0**
Jackson	366	524	7.5	43.2	556	6.1
Lumpkin	178	265	8.3	49.0	284	7.1
White	179	266	8.2	48.5	284	6.8
Region Total	**10,126**	**15,431**	**NA**	**52.4**	**16,557**	**NA**
State Total	**96,897**	**134,821**	**6.8**	**39.1**	**142,102**	**5.4**
% of State	**10.5**	**11.4**			**11.7**	

NA - Not available. Data not provided to calculate compounded annual growth rate for region.

Five-year growth rates are not compounded annually

Per Capita Personal Income

(dollars)

	PCPI 1990	PCPI 1995*	Compound Annual Growth Rate 1990-95	Five-Year Growth Rate 1990-95	ePCPI 2000*	Compound Annual Growth Rate 1995-2000	Estimated Five-Year Growth Rate 1995-2000
Banks	13,426	17,752	5.7	32.2	23,970	6.2	35.0
Barrow	14,138	17,016	3.8	20.4	21,530	4.8	26.5
Dawson	14,699	18,280	4.5	24.4	23,483	5.1	28.5
Forsyth	18,589	23,630	4.9	27.1	31,024	5.6	31.3
Gwinnett	20,439	24,263	3.5	18.7	30,486	4.7	25.6
Habersham	14,610	19,095	5.5	30.7	25,992	6.4	36.1
Hall	**16,473**	**20,992**	**5.0**	**27.4**	**27,782**	**5.8**	**32.3**
Jackson	13,936	17,484	4.6	25.5	22,814	5.5	30.5
Lumpkin	13,935	17,963	5.2	28.9	24,419	6.3	35.9
White	15,735	20,698	5.6	31.5	29,519	7.4	42.6
Region Total	**155,980**	**197,173**	**NA**	**26.4**	**261,019**	**NA**	**32.4**
State Total	**17,123**	**21,283**	**4.4**	**24.3**	**27,489**	**5.3**	**29.2**
% of State	**910.9**	**926.4**			**949.5**		

NA - Not available. Data not provided to calculate compounded annual growth rate for region.

PCPI - Per capita personal income

e - estimated, * - Extension of trends

Five-year growth rates are not compounded annually

Notes:

Total population estimates are based on data from the U.S. Bureau of Economic Analysis and the U.S. Bureau of the Census. County population projections for the year 2000 have been controlled to the projected state total for that year. Employment data for March reflect jobs, by place of work based on information from Labor Information Systems, Georgia Department of Labor. Data for per capita personal income, by place of residence, were derived from data through 1993, issued by the U.S. Bureau of Economic Analysis.

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